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## DOUBLE A: About The Brand

Double A's inception is a tale woven with familial legacy and a passion for quality craftsmanship. Founded by Ayah and Aliaa Aboutera, the brand's name is a nod to their familial ties and shared commitment to excellence. Inspired by their father, a trailblazer in Egyptian leather manufacturing since 1977, the Aboutera sisters inherited his expertise and vision.

With a rich heritage propelling them forward, Ayah and Aliaa Aboutera set out to illuminate the sophistication of the Egyptian leather industry through Double A. As pioneers in the region, Double A challenges conventions, striving to dismantle stereotypes surrounding leather's seasonal confines. Instead, they champion a trend where leather transcends the boundaries of winter, offering timeless pieces suitable for every season.

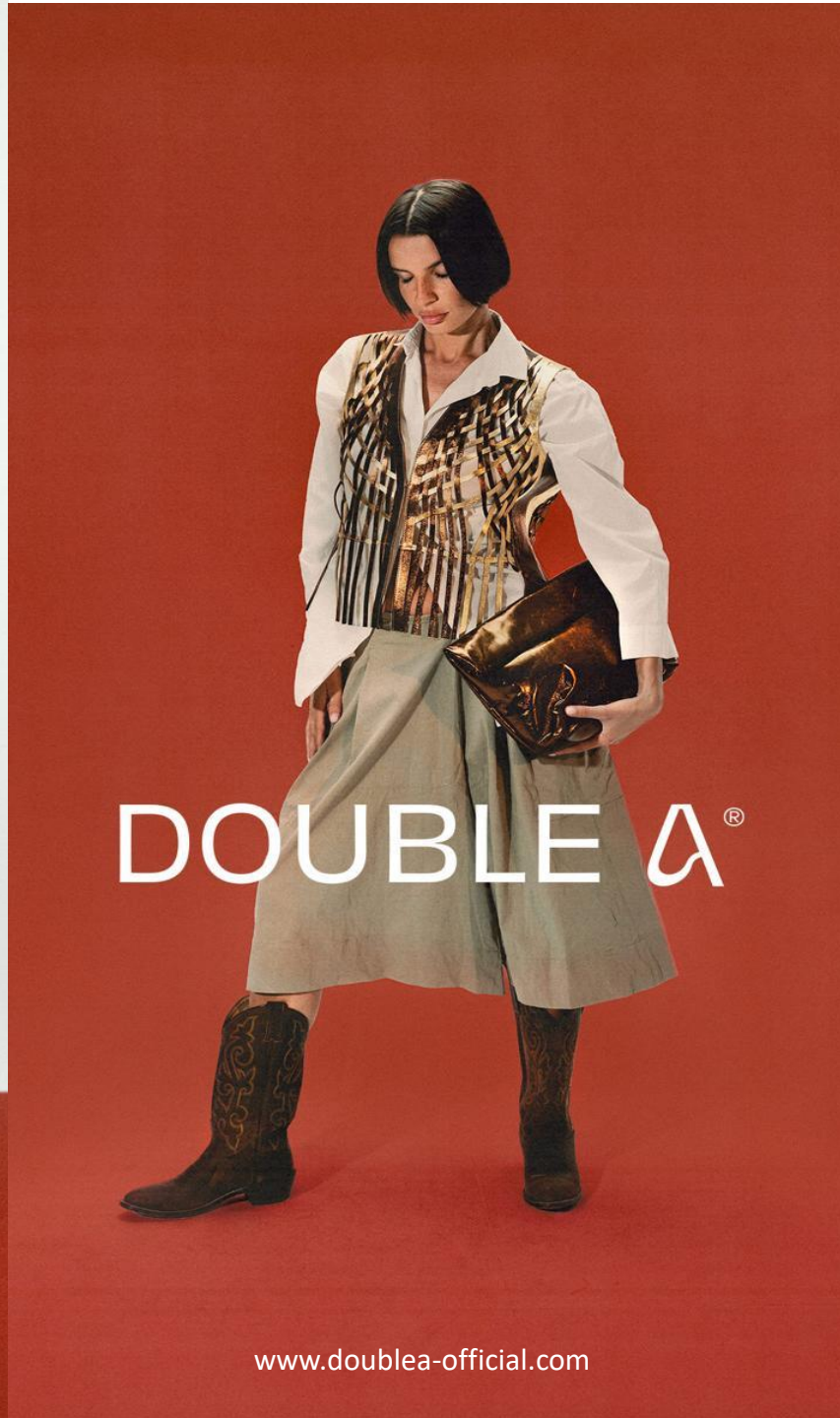
Driven by a dedication to craftsmanship and a desire to redefine the perception of leather, Double A stands as a beacon of innovation in the Middle East fashion scene. Through their unwavering commitment to quality and their father's enduring legacy, Ayah and Aliaa Aboutera invite you to embrace the timeless elegance of Double A.

The *vision* is to celebrate *the beauty of individuality through fashion.*

prioritizing exquisite craftsmanship and quality, *crafting garments that stand the test of time.*

Our goal is to *empower individuals to express themselves authentically and confidently*, embracing their uniqueness through the artistry of fashion







# THE FOUNDERS

## Introducing the Founders: A Personal Touch to Our Story

In our journey to showcase the essence of Double A, it's imperative that we introduce the individuals behind the brand—the heartbeat of our vision. By shining a light on the founders, Ayah and Aliaa Aboutera, we offer our audience an opportunity to connect on a deeper, more personal level.

These two thriving women are not just names on a label; they are the driving force behind our commitment to excellence and innovation. Their story, rooted in familial legacy and a passion for quality craftsmanship, serves as an inspiration to all.

By sharing the personal journey of our founders, we invite our audience to emotionally invest in Double A, forging a connection that transcends mere admiration for our products. Through their leadership, Ayah and Aliaa Aboutera embody the values and aspirations of our brand, empowering others to follow in their footsteps and pursue their dreams in the fashion industry.



## BRAND VALUES



### Commitment to Excellence

Double A is dedicated to delivering products of the highest quality, crafted with meticulous attention to detail and precision.



### Innovation

We continuously strive to push boundaries and challenge conventions in the fashion industry, pioneering new trends and designs.



### Authenticity

Double A values authenticity in all aspects of our brand, from our designs to our relationships with customers and suppliers.



### Empowerment

We believe in empowering individuals to express their uniqueness and confidence through fashion, fostering self-assurance and self-expression.



### Sustainability

Double A is committed to responsible and ethical practices, prioritizing sustainability throughout our supply chain and production processes.



### Inclusivity

We celebrate diversity and inclusivity, embracing individuals of all backgrounds, cultures, and identities within our community.

[www.doublea.com](http://www.doublea.com)

DOUBLE A®

AA®



DOUBLE A: Story & Narrative



**TIMELESS**

*a timeless piece*



**REFINED**

*a refined look*



**DURABLE**

*a durable purchase*



**VERSATILE**

*a versatile closet*



DOUBLE 

# Where craftsmanship meets sleek fashion

Taking away from the craftsmanship that comes with leather manufacturing, Double A is where two sisters meet to merge between authenticity & sleek fashion. Creating a philosophy of refinement, where leather garments have no limits, worn whenever & however. Allowing women to become a center of an oxymoron; sleek, yet intricate, refined, yet versatile, timeless, yet stylish.





DOUBLE





# DOUBLE A SUSTAINABILITY

At Double A, sustainability is at the heart of our brand. We are dedicated to minimizing waste and maximizing resources by creatively repurposing leather remnants into beautiful small leather products. This eco-conscious approach not only reduces our environmental footprint but also allows us to offer unique, high-quality items that embody our commitment to responsible fashion. Each piece crafted from these remnants is a testament to our innovative spirit and dedication to sustainable practices.





where *authentic* & *timeless* meet

WEAVING  
*CRAFTSMENSHIP*  
WITH *FASHION*



### **Logo Rationale**

Representing the merge between the authentic craftsmanship of leather manufacturing and the timeless nature of fashion garments, the logomark showcases a signature A, where organic meets modern & timeless.



DOUBLE A<sup>®</sup>





DOUBLE A®



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